

Message Text

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ACTION EB-11

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E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: FY-74 COMMERCIAL OBJECTIVES

REF: STATE 128397

1. /OBJECTIVES/. MISSION OVERALL OBJECTIVE IS TO INCREASE
DIRECT US EXPORTS TO ITALY. PRIORITY GOALS AND ACTION PROGRAM
RELATED THERETO FOLLOWS:

A) OBJECTIVE ONE: BRING TOTAL MISSION RESOURCES TO BEAR ON
PROMOTION US EXPORTS AND COMMERCIAL INTERESTS. ACTION 1:
AMBASSADOR TAKES LEAD IN PROVIDING IMPETUS TO IMPROVE US
TRADE POSITION AND IN MOBILIZING EFFORTS OF PRIME PROMOTIONAL
UNITS, I.E., COMMERCIAL, SCIENCE AND TECHNOLOGY, AGRICULTURE
AND MILITARY, AS WELL AS OF PERIPHERAL ELEMENTS. ACTION 2:
ESTABLISH MECCHANISM TO PROVIDE CLEARING HOUSE FOR CONTRIBUTIONS
ALL ELEMENTS. ACTION 3: AUGMENT MARKET RESEARCH PROGRAM BY
RE-DIRECTING ECON/COMSEC LOCAL PERSONNEL RESOURCES TO PROVIDE
CONTINUING STATISTICAL-ANALYSTICAL "BANK" A) ON COMPETITIVENESS
US EXPORTS (E.G., EFFECTS OF EXCHANGE RATE REALIGNMENT)
B) FOR IDENTIFICATION OF SPECIFIC PRODUCTS AND INDUSTRIAL PROBLEM
AREAS OFFERING POTENTIAL FOR EXPLOITATION US TECHNOLOGY AND
C) FOR ASSISTING EXPORT-ORIENTED REPORTING TO WASHINGTON.

B) OBJECTIVE TWO: MAXIMIZE EFFECTIVENESS AVAILABLE RESOURCES
BY CONCENTRATING PRIME PROMOTIONAL EFFORTS ON FIVE TARGET
INDUSTRIES OFFERING BEST INCREMENTAL SALES POTENTIAL. ACTION 1.
MOST PROMISING PRODUCT GROUPS ALREADY IDENTIFIED FOR PROMOTION
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IN FY 74 ARE: GROUP A - DATA PROCESSING, ELECTRONICS, AND

MEDICAL EQUIPMENT; GROUP B - CHEMICAL PROCESSING EQUIPMENT;
GROUP C - AVIONICS/ AIRPORT AND COMMUNICATIONS EQUIPMENT.
ACTION 2: PROMOTE GROUP A BY EXHIBITIONS AT MILAN TRADE CENTER
AND GROUP B BY TRADE MISSION ALREADY PROGRAMMED. GROUP C TO
RECEIVE CONCENTRATED ATTENTION INCREASED OUTSIDE VISIT CAMPAIGN
WHICH PARTICULARLY EFFECTIVE FOR THESE PRODUCTS DUE TO "SPECIAL
PROJECTS" NATURE OF MMARKET, AND IS PROMOTABLE BY SEVERAL
ELEMENTS MISSION, E.G., COMMERCIAL, SCIENCE ATTACHE AND
MILITARY; ALSO LAYS GROUNDWORK FOR MAJOR EXHIBITION FY 75.
ACTION 3: CONCENTRATE ATTENTION ON THESE INDUSTRIES IN
DEVELOPMENT TRADE OPPORTUNITIES, FACILITATING SALES, OUTSIDE
CALLS.

C) OBJECTIVE THREE: CONTINUE INCREASED EFFECTIVENESS MILAN
TRADE CENTER AS FOCAL POINT PROMOTIONAL EVENTS. ACTION 1:
STIMULATE WIDER ATTENDANCE EXHIBITIONS BY INCREASED INVOLVEMENT
CONSTITUTENT POSTS THROUGH SELECTIVE MAILING CAMPAIGN, WITH
TELEPHONED FOLLOW-UP. ACTION 2: PERSONAL CALLS BY ALL POSTS
ON FEW OUTSTANDING BUYER-PROSPECTS. ACTION 3: ENCOURAGE
RESIDENT AND VISITING US BUSINESSMEN ALL POSTS TO UTILIZE
MILAN BETWEEN-SHOW FACILITY.

D) OBJECTIVE FOUR: INTENSIFY MAJOR PROJECT TRADE LEADS,
TRADE OPPORTUNITY ACTIVITY AND MISSION SUPPORT OF US BIDS.
ACTION 1: BROADEN MISSION CONTACTS APPLICABLE GOVERNMENT
AGENCIES AND INDUSTRIAL CIRCLES TO INCREASE INTELLIGENCE
SPECTRUM AND RANGE OF PRESSURE POINTS FOR SUPPORT OF US BIDS.
ACTION 2: EXPAND MONITORING OF MEDIA AND LOCAL INFORMATION
SOURCES FOR TRADE LEADS AND IMPROVE FOLLOW-UP THEREOF.
ACTION 3: INVOLVEMENT OF AMBASSADOR/DCM WHERE NEEDED TO SUPPORT
US BIDDERS AGAINST THIRD COUNTRY COMPETITION OR WHERE
DISCRIMINATORY PRACTICES APPEAR FAVOR DOMESTIC SUPPLIERS.

E. OBJECTIVE FIVE: INCREASE US COMMERCIAL PRESENCE BY
ASSISTING MORE US NEW-TO-MARKET FIRMS FIND REPRESENTATION.
ACTION 1: BASED ON USDOC COMMITMENT LARGER PERCENTAGE NTM
FIRMS PARTICIPATING IN TRADE CENTER PROMOTIONS, MISSION WILL
DO MORE QUALITATIVE PRE-SHOW EVALUATION ON ITALY-WIDE BASIS
TO FIND RIGHT REPRESENTATIVES FOR US FIRMS IN ORDER INCREASE
RATIO LASTING AGENCY AGREEMENTS STEMMING FROM TC ACTIVITY;
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ONE JEEP SHOW PRIMARILY NTM FIRMS PROGRAMMED FOR TC. ACTION 2:
STATESIDE CAMPAIGN TO STIMULATE NTM FIRMS SEEK ITALIAN REPRESEN-
TATION THROUGH TRADE OPPORTUNITIES, INTRODUCTION NEW TECHNOLOGY,
AND PARTICIPATION TARGET INDUSTRY PROMOTIONS WILL RESULT IN
LARGER VOLUME REQUESTS FOR AGENCY DISTRIBUTOR SERVICE (ADS).
MISSION ANTICIPATES SIGNIFICANT INCREASE NUMBER NEW AGENTS
SIGNED ITALY FY 74.

2. COMMENT: FOREGOING ACTION PROGRAM ANTICIPATES INCREASED TIME DEVOTED OUTSIDE CALLS BY COMSEC PERSONNEL, ESPECIALLY ROME, WHICH PLANNING SYSTEMATIC PROGRAM MINIMUM SEVEN CALLS PER WEEK, (MILAN HAS CAPTIVE AUDIENCE BUSINESS VISITORS EACH TC SHOW AND ALREADY CARRIES OUTSIDE CALL BURDAN PROMPT ATTENDANCE TC SHOWS). HOPEFULLY, THEREFORE, AFTER COUNTRY COMMERCIAL PROGRAMS AGREED UPON, TIME NOW SPENT ON FORMULATING PROGRAMS AND ASSESSMENTS CAN BE RE-ALLOCATED TO SUBSTANTIVE DUTIES IN MARKET PLACE.VOLPE

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